

EXHIBITOR FACT SHEET

Show Dates June 20 – June 24, 2012

Location Reliant Center at Reliant Park

Deadlines **April 20, 2012** - At least **50% deposit** must be received to **retain your same space** as last year. On April 21st, space becomes available on a first-come, first-serve basis.

May 14, 2012 - Pay your exhibit space in full and receive a **10% space discount** (*payable by check or money order only*).

June 6, 2012 – **Final payment** deadline. All exhibit space not paid in full will be sold on a first come-first serve basis, and any deposits you have paid will be forfeited.

Show Hours	Wednesday - Friday	June 20 th – 22 nd	1:00 pm - 9:00 pm
	Saturday	June 23 rd	10:00 am - 9:00 pm
	Sunday	June 24 th	Noon - 6:00 pm

Space Cost Open Area Space: \$ 1.85 per sq. ft.
Min. of 1,000 ft²

Booth Space: \$ 450.00 each 10'x10'

Additional \$50 for each corner booth

Cost includes 8' back drape, 3' side dividers, 7" x 44" sign only.

Additional costs to consider might include electricity, water, internet/wireless service, parking, additional badges, and furniture rental.

Please call us for specific costs.

Producer: Houston International Boat, Sport & Travel Show, Inc.
8909 Knight Road
Houston, Texas 77054

Sponsor: Boating Trades Association of Metropolitan Houston



2012 Houston Summer Boat Show
June 20 – 24, 2012
APPLICATION FOR EXHIBIT SPACE

SPACE REQUIREMENTS:

Open Area Requested: _____ sq. ft. @ \$1.85 per sq. ft.

- Min 1000 sq. ft.
- 50% Deposit Required to Hold Space

Total 10'x10' booths requested: _____ @\$450.00 each.

- Add'l \$50 for each corner
- \$200 Deposit Required to Hold Booths

LOCATION PREFERENCES:

1st Choice: _____

2nd Choice: _____

3rd Choice: _____

Same as 2011: _____

****IMPORTANT:** ONLY new boats, motors, trailers, PWC's, ATV's and RV's are permitted in open space; ONLY accessories are permitted in booths. Display materials, including photos, easels and display photos of brokerage or used boats, motors, trailers, etc. are restricted to booth exhibitors and *may not* be displayed in any open space exhibit.

EXHIBITOR INFORMATION:

Company Name: _____

Name For Booth Sign: _____

Contact Person: _____

Address: _____

City: _____ St: _____ Zip: _____

Phone: _____ Fax: _____

Website: _____

Email: _____

How do you prefer to receive information?

☐ Email

☐ US Mail

☐ Fax

Upon receipt of completed application with full payment and a certificate of insurance, space assignment will be confirmed in the form of a contract to be signed by the Exhibitor and returned to Show Management. Installation of exhibits will not be permitted until and unless all space fees have been paid. (If this application is not approved, your payment will be refunded. If APPLICANT CANCELS LESS THAN 60 DAYS PRIOR TO THE SHOW, THERE WILL BE NO REFUND.)

Applicant authorizes the BTAMH to convert checks to electronic funds transfer (EFT) or paper draft and to debit their account for the amount of their check. By providing a check as payment, applicant authorizes BTAMH to use information from the check to make a one-time electronic fund transfer from their account. Funds may be drawn from the account the same day as payment is received, and applicant will not receive the check back from the bank. If payment is returned unpaid, applicant authorizes EZCheck and BTAMH to debit from their account a one-time electronic fund transfer of \$30 or the maximum amount allowable by law.

By signing below, applicant acknowledges that they have read fully the rules and regulations of the Houston International Boat, Sport and Travel Show, Inc., which are hereby incorporated into this application, and will abide accordingly to such rules.

Applicant Signature

Applicant Printed Name

Do Not Write Below This Line - For Office Use Only

Rec'd With Application: ☐ Ins Cert ☐ Brand Names ☐ G/L Form ☐ Other

Date Payment Rec'd: _____

Date Ins Approved: _____

Amount: _____

Approved By: _____

☐ Check # _____

Contract No(s): _____

☐ Cash ☐ Credit Card _____

Date Contract Mailed: _____

Date Payment Rec'd: _____

☐ Contract in Check-In Folder

☐ Check # _____

Date Exhibitor Kit Sent: _____

☐ Cash ☐ Credit Card _____

☐ Email ☐ US Mail

Date Paid In Full: _____

Confirmed
Space No(s): _____

2012 Houston Summer Boat Show

PLEASE PROVIDE A DETAILED LIST OF ALL PRODUCTS AND SERVICES TO BE DISPLAYED**

***Any product or service not listed below will not be permitted for display.*

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

This is a request for space and is not intended as a binding contract. Applicants will be contacted with space assignments and given the opportunity to accept or reject the assignment of space made by Show Management. Upon receipt of a completed application, full payment and an approved certificate of insurance, space assignments will be confirmed in the form of a contract to be signed by the Exhibitor and returned to Show Management.

All correspondence will be sent to the individual and address indicated under Exhibitor Information, unless otherwise specified. If correspondence should go to a different individual or address, please attach separate page with detailed contact information.

No space can be reserved until a 50% deposit has been received. Remaining balance is due by **WEDNESDAY, JUNE 6, 2012**. GET YOUR FULL PAYMENT IN BY **MONDAY, MAY 14, 2012** AND RECEIVE A **10% CASH DISCOUNT** ON YOUR SPACE (payable by check or money order only).

To pay by credit card, complete the following section. *Be aware, the 10% Cash Discount does not apply to payments made by credit card.*

Discover • MasterCard • American Express • Visa

Card Holder Name _____

Card # _____

Expiration Date _____ **Authorization Code** _____ **Billing Zip** _____

I hereby authorize Houston International Boat, Sport and Travel Show, Inc. to charge my credit card for exhibit cost(s) in the amount shown below. The issuer of this card is authorized to pay the amount shown upon proper presentation. I agree to pay such amount subject to, and in accordance with, the agreement governing the use of such card.

BOTH PAGES OF THIS FORM MUST BE COMPLETED for it to be accepted.

Make Checks Payable To: HOUSTON BOAT SHOW (HOUSTON SUMMER BOAT SHOW)

MAIL APPLICATION AND PAYMENT TO: HOUSTON BOAT SHOWS
8909 KNIGHT ROAD
HOUSTON, TX 77054

2012 HOUSTON SUMMER BOAT SHOW RULES AND REGULATIONS

The following are the rules and regulations which must be followed by all Exhibitors at the Houston Summer Boat Show.

ELIGIBILITY REQUIREMENTS: An Exhibitor desiring to exhibit boats during the Houston Summer Boat Show (the "Show") must:

- a) be a retail boat dealer or broker with a retail sales location in the Houston Metropolitan trade area, which is defined as that area within a 50-mile radius of City Hall in downtown Houston, Texas; and
- b) have (i) a valid Texas boat dealer marine license specific to the above-referenced retail sales location; (ii) a valid Texas trailer dealer license specific to the above-referenced retail sales location;¹ (iii) a valid Texas sales and use tax permit; (iv) a boat dealer agreement or motor dealer agreement that is applicable to the Houston Metropolitan area;² (v) service facilities in the Houston Metropolitan area sufficient to perform usual and customary warranty work on all boats or motors sold; (vi) a multiyear lease agreement covering the above-referenced retail sales location, unless property is owned by the applicant;² and (vii) permanent outdoor signage displayed at the above-referenced retail sales location.

The Houston International Boat, Sport and Travel Show, Inc. reserves the right to waive any of the preceding requirements. At its sole discretion, the Houston International Boat, Sport and Travel Show, Inc. may refuse to sell exhibit space to any person or entity.

¹ This requirement does not apply to yacht dealers or yacht brokers.

² If submitting proof of a dealer agreement or lease agreement, an applicant must black-out any and all financial information contained in the submitted materials. Failure to do so may result in denial of the application for exhibit space.

1. No fuel is permitted in any motor or tank; fuel caps must be taped or locked. Batteries must be disconnected.
2. Stairs, three (3) steps and higher, must have standard, hard handrails with midrails on both sides.
3. No factory-direct selling is permitted in open area exhibits.
4. No painting of signs, displays or other objects is permitted inside the facility.
5. No signs may be hung from any building structure except by official Show decorator. This includes ceiling, air conditioning units and utility lines.
6. Exhibitors are not permitted to display used boats or RVs in the Show without written approval by Show Management. Display materials, including photos, easels, and display boards of brokerage or used boats, motors, trailers or RVs are restricted to booth exhibits and may not be displayed in any open space exhibit.
7. No boats, RVs, or campers may be parked on the parking lot during Show hours unless in paid exhibit area.
8. No automobiles, vans, jeeps, or pick-up trucks may be displayed without the express written consent of Show Management.
9. No heavy lift equipment may be brought into the building by an exhibitor. Only the Drayage contractor, with which the Show has an agreement, may bring such equipment into the buildings.
10. Any equipment requiring raising and lowering of freight doors cannot be removed once established as an exhibit after the official opening of the Show.
11. No open space exhibit may have dividers, drapes, or any solid construction in excess of 3'. Open spaces are defined as all areas other than 10' x 10' booths. Closing booths may be up to 5' in height. **NO EXCEPTIONS.** Any closing booth found objectionable by Show Management will be removed.
12. No booth exhibit may exceed the 8' backdrop height or the 3' side-divider height. Booths are defined as the 10' x 10' areas.
13. There must be no solid construction or object blocking fire exits, fire hoses or the adjacent booths.
14. Booth exhibitors must have legitimate exhibit in booth areas. Exhibitors will not be allowed to set-up with only table and signs to solicit names and prospects. Booths must be manned at all times during Show hours.
15. No exhibitor will be permitted to move into the Show without full payment for space and receipt of an acceptable certificate of insurance. Applicant authorizes Houston International Boat, Sport and Travel Show, Inc. to convert checks into electronic funds transfer (EFT) or paper draft and to debit their account for the amount of their check. In the event that the draft or EFT is returned unpaid, applicant agrees that a fee of \$30 or the maximum amount allowable by law may be charged to their account.
16. All exhibitors will be confined to working directly in (not in aisles) their exhibit areas.
17. Special Promotions:
 - a) All drawings for prizes and give-aways must be registered with and approved by Show Management and held before close of Show.
 - b) Show Management must be advised of the name(s) of all prize-winners before close of Show.
18. No catalog promotion or sales or catalog related clubs and associations are permitted.
19. No raffles are permitted.

20. No balloons are acceptable in any form. No food or food-related merchandise, T-shirts, buttons, novelties, miscellaneous apparel items, toys or stick-on decals will be permitted unless specific written approval is obtained from the buildings and Show Management. These rules are in accordance with concessionaire and Show Management.
21. No sound equipment or sound making devices, which can be heard, outside your exhibit area will be permitted. DVD/TV monitors must be placed 8' inside exhibit areas. No microphones. No copyright music permitted.
22. No guns, darts, blowguns, stun guns and/or items of this type are permitted to be displayed by any exhibitor without specific written approval from Show Management.
23. No animals or pets of any kind, except for seeing-eye dogs are allowed in the building at any time.
24. NO ALCOHOLIC BEVERAGES may be brought into the leased premises during the contract period which is in violation of the alcoholic beverage license held by the building's official concessionaire. Also, no alcoholic beverages purchased in the buildings may be taken out of the building.
25. Exhibitors are not to use bankruptcy or distress advertising in their media advertising or with signs at the Show.
26. For security reasons, the building (including the club) must be vacated one hour after the Show closes. Please plan to have after-show meetings at a location other than the Show buildings.
27. EXHIBITOR PASSES OR BADGES: Exhibitors' passes or badges will be produced upon receipt of the written application from the Exhibitor and held at the Service Desk to be released to Exhibitor only after full payment is made. Management reserves the right to limit the number of passes to each Exhibitor. The Management may refuse, at its sole discretion, to issue passes or badges to any persons whose presence the Management deems not to be in the best interest of the exposition.
28. No guests are to be brought into the buildings until the Show officially opens each day and ticket takers are on duty.
29. Exhibitor may not promote/advertise, in any way, any other trade show or event of any type without written consent of Show Management.
30. Show Management has the right to make such rules and regulations, as it shall deem advisable for the success of the Show, and to change and amend the same from time to time. Show Management's application, interpretation, and construction of said rules and regulations shall be final and conclusive.
31. Show Management makes no representations or warranties regarding the number of persons who will attend or exhibit at the Show, as such a number would be impossible to accurately predict at any time.
32. BY SUBMITTING FOR CONSIDERATION THE ATTACHED APPLICATION FOR EXHIBIT SPACE AT THE SHOW, THE APPLICANT WHOSE NAME APPEARS ON THE ATTACHED APPLICATION HEREBY FULLY AND FOREVER RELEASES AND DISCHARGES THE HOUSTON INTERNATIONAL BOAT, SPORT AND TRAVEL SHOW, INC. AND THE BOATING TRADES ASSOCIATION OF METROPOLITAN HOUSTON, AND THEIR PRESENT AND FORMER OFFICERS, DIRECTORS, EMPLOYEES, AND AGENTS, AND EACH OF THEIR PREDECESSORS, ASSIGNEES, AND SUCCESSORS, FROM ANY AND ALL CLAIMS, DAMAGES, AND LIABILITIES WHATSOEVER, WHICH THE APPLICANT MAY NOW HAVE, HAVE HAD, OR MAY HEREAFTER ACCRUE, IN CONNECTION WITH, RELATING TO, OR ARISING OUT OF THE APPLICANT'S INVOLVEMENT WITH, ASSOCIATION WITH, OR PARTICIPATION IN THE HOUSTON INTERNATIONAL BOAT, SPORT AND TRAVEL SHOW OR THE HOUSTON SUMMER BOAT SHOW.

The applicant agrees to comply with and abide by these official Rules and Regulations of the Houston International Boat, Sport and Travel Show and any amendments and additions thereto.

2012 Houston Summer Boat Show

EXHIBITOR INSURANCE REQUIREMENTS

Your contract to exhibit in the Houston Summer Boat Show requires proof of insurance (Certificate of Insurance) as follows:

PLEASE PROVIDE YOUR INSURANCE AGENT WITH THIS DOCUMENT TO ASSIST THEM IN PROVIDING THE REQUIRED CERTIFICATE.

ALL POLICIES MUST SHOW THE FOLLOWING ON THE CERTIFICATE:

1. Policy Effective dates must cover June 15 – June 25, 2012 (includes move-in and move-out).
2. Certificate Holder shown as: Houston International Boat, Sport & Travel Show, Inc.
8909 Knight Road
Houston, Texas 77054
3. Both of the following entities must be shown as Additional Insured with Waiver of Subrogation *as required by written contract*:

Houston International Boat, Sport & Travel Show, Inc.
AND
Boating Trades Association of Metropolitan Houston
4. Commercial General Liability *as required by written contract*.
 1. Including Products and Completed Operation on the GL
 2. Including Contractual Liability on the GL
 3. With Limits of Liability not less than \$1,000,000 per occurrence
 4. With Limits of Liability not less than \$1,000,000 per aggregate

ONLY OPEN AREA EXHIBITORS MUST ALSO SHOW THE FOLLOWING:

5. Automobile Liability *as required by written contract*.
 1. With Limits of Liability not less than \$1,000,000 per occurrence
 2. With Limits of Liability not less than \$1,000,000 per aggregate
6. Workers' Compensation *as required by written contract*.
 1. To satisfy the statutory requirements of the State of Texas
 2. With Waiver of Subrogation in favor of **BOTH**:

Houston International Boat, Sport & Travel Show, Inc.
AND
Boating Trades Association of Metropolitan Houston

If insurance is carried under a name other than the Exhibitor's name as shown on the Contract, please list your contracted Exhibitor name as a DBA.



GENERAL LIABILITY INSURANCE RIDER

As a booth exhibitor (10' x 10', 10' x 20', etc.) for the event listed above, you are required to provide insurance coverage as outlined in the contract. *If a certificate of insurance is not provided in accordance with the contract, you will receive the following coverage at a cost of \$50.00.*

JUNE 18, 2012 – JUNE 25, 2012

(INCLUDES MOVE-IN AND MOVE-OUT)

APPLICABLE TO BOOTH EXHIBITORS ONLY WHO DO NOT HAVE GENERAL LIABILITY INSURANCE COVERAGE AND CANNOT PROVIDE A CERTIFICATE OF INSURANCE INDICATING THE HOUSTON INTERNATIONAL BOAT, SPORT AND TRAVEL SHOW, INC. AS THE CERTIFICATE HOLDER AND YOUR COMPANY NAMED AS THE INSURED.

GENERAL LIABILITY

Provides coverage for damage you are legally obligated to pay due to bodily injury or property damage caused by an occurrence and arising out of your occupancy and operation of the booth space you have leased and only on the premises and excludes any coverage for products and completed operations, contractual liability or any other liability beyond the premises exposure.

LIMITS OF LIABILITY

BODILY INJURY	\$1,000,000 Each Occurrence
PROPERTY DAMAGE	\$1,000,000 General Aggregate
COMBINED SINGLE LIMIT DEDUCTIBLE	\$250 Per Claim

All exhibitors involved in any one occurrence will share the occurrence limit. In the event you and one or more other exhibitors are held responsible for any accident or occurrence, you will not have \$1,000,000 of coverage each, but instead, each of you will share in the \$1,000,000 limit.

ACCEPTED:

COMPANY

(Print Company Name)

BY

(Print Name of Representative)

SIGNATURE

DATE

Thank you for applying for the 2012 Houston Summer Boat Show. We are very excited you have decided to apply and we will be getting back with you as soon as possible. Once you click “submit button” you will be asked to save your file. Please name your file with your company name and it will be attached to your email automatically.

